

Home Furnishings Calendar 1951

WEEK OF

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances.*
 * * * * *

* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
 * * * * *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
 * * * * *

* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *
 * * * * *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday	HOOKED RUG WORKSHOP	AMERICA HOUSE	32 EAST 52ND STREET
Jan. 4-	The January exhibition of the American Craftsmen's Educational Council		
Jan. 26	deals with hooked rugs. Demonstrations of various techniques and processes will be featured. Mrs. Katherine R. Eastman and Mrs. Lillian Mills Mosseller will teach classes in hooking in the mornings and give individualized lessons in the afternoons. Schedules are available and materials and patterns will be on hand. Contact: Mrs. Vanderbilt Webb or Mrs. Audrey Dahlerup, PL. 3-9094.		
Saturday	PRESS PREVIEW	TOLEDO MUSEUM OF ART	TOLEDO, OHIO
Jan. 6	A preview and cocktail party for the press, by invitation only, will commemorate the 50th anniversary of the founding of this museum. The first exhibit will present the 133-year history and development of Libbey glass and will include many examples of the early production of the company. The Museum's complete collection of historical glass will also be on exhibit. Publicity: Steve Hannagan, 247 Park Avenue, PL. 5-2900.		
Jan. 7-	NATIONAL DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y.		
Jan. 12	CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.		
Jan. 7-	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y.		
Jan. 12	CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.		
Jan. 7-	WINTER LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS.		
Jan. 17	CONTACT: JACOB FOGELSON, N.Y. LAMP & SHADE MFRS. ASSN., 15 E. 26, MU.3-3460.		
Jan. 7-	OFFICIAL 1951 CARPET WINTER MARKET, CHICAGO, ILLINOIS.		
Jan. 18	PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		

WEEK BEGINNING MONDAY, JANUARY 8, 1951

Monday	MEETING NEWLY FORMED NATIONAL CARPET RETAILERS ASSN., CHICAGO, ILLINOIS.
Jan. 8	CONTACT: HARRY KAUFMAN, LU. 2-0640 OR SOL STOUMEN, 724 CHESTNUT, PHILA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 8	HIGHLIGHTS OF MARKET "What's New" - the highlights of the new merchandise to be shown at the January Market - will be available in the form of photographs, descriptions and information as to where located, in the Press Room, temporarily located on the 14th floor of the Merchandise Mart in Room 1 right behind the elevators. Contact: Gertrude Shrock, News Bureau, Mdse. Mart, Chicago 54, Ill.	MERCHANDISE MART	NEWS BUREAU
Monday Jan. 8 Luncheon	PRESS LUNCHEON The annual press luncheon will be held in the Furniture Club on this date. Contact: Lawrence H. Whiting, Am. Furn. Mart, 666 Lake Shore Drive, Chicago.	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS
Monday Jan. 8 7:30 P.M.	TWELFTH LECTURE The subject of this lecture is National Advertising Copy - campaign ideas, development, writing, testing. It will be given by Jean Wade Rindlaub of Batten, Barton, Durstine & Osborn. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Jan. 8- Jan. 11	ANNUAL CONVENTION The annual convention of this association will be highlighted by a banquet on Thursday, Jan. 11 at the Hotel Statler. Contact: J. Gordon Dakins, general manager, N.R.D.G.A., 100 West 31st St., CH. 4-8780.	N.R.D.G.A.	HOTEL STATLER
Monday Jan. 8- Jan. 12 9:00 A.M.	PRESS MARKET BREAKFASTS The usual press conference breakfasts will be held each morning of the first week of the market. Monday, Furniture; Tuesday, Housewares, Appliances, Radio and Television; Wednesday, Design, Thursday, Floor Coverings; Friday, Reaction of Retailers. A panel of experts will lead the discussion each day. Breakfasts will be held in the Merchants and Manufacturers Club at the Mart. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO, ILLINOIS
Jan. 8- Jan. 12	CARPET WHOLESALERS' MARKET WEEK, MFRS. & WHOLESALERS SHOWROOMS, NEW YORK. PUBLICITY: JACK LECLAIR, 140 W ST 57TH STREET, CI. 7-3051.		
Jan. 8- Jan. 12	UNIVERSITY FARM AND HOME WEEK, SASKATOON, SASKATCHEWAN, CANADA. CONTACT: PROF. JOHN G. RAYNER, UNIVERSITY OF SASK., SASKATCHEWAN, CANADA.		
Monday Jan. 8- Jan. 18	MONTREAL FURNITURE SHOW TO OPEN IN NEW BUILDING Montreal's winter furniture show will be held on these dates and will include lamps, upholstered goods, bedding, chrome and garden furniture and juvenile goods. Contact: J.A. Blanchard, Montreal Furn. Mart, Montreal.	FURN. MFRS. ASSN. MONTREAL FURNITURE MART	RACHEL & PAPINEA MONTREAL, CANADA
Monday Jan. 8- Jan. 18	WESTERN ONTARIO FURNITURE SHOW Twenty-five furniture manufacturers of this area will participate in this show which will have headquarters in the Walper Hotel. Exhibits will be in individual factory showrooms. Contact: Murray Snyder, Snyders Ltd., Waterloo, Ontario, Canada.	FURNITURE MANUFACTURERS RETAILERS, ETC.	WALPER HOTEL KITCHENER, ONTARIO
Jan. 8- Jan. 19	CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. PUBLICITY: GERTRUDE SHROCK, NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 8- Jan. 19	WINTER FURNITURE MARKET In accordance with the new policy adopted last year, Market Week will start the 2nd Mon. in Jan. in both Chicago and Grand Rapids. Contacts: Mdse. Mart: Wallace O. Ollman; Am. Furn. Mart: L. H. Witing; Grand Rapids Market, C. F. Campbell, 427 E. Fulton St., Grand Rapids 3, Mich.	MDSE. MART: AM. FURN. MART SHOWROOMS	CHICAGO, ILLINOIS GRAND RAPIDS, MICH.
Monday Jan. 8- Jan. 19	NEW CARPET GROUP A special collection of custom-loomed Wilton carpets, the Diplomat Group, will be presented at the Chicago market. This handsome collection of eight different designs will be made available to retailers on a selective basis. There are four grades within the group which is woven in twenty-seven inch widths only with false colors at the edges. Rubber cement is applied to the back along the selvages after which the edges are trimmed off before sewing, leaving clean edges and eliminating pattern distortion. The group is not available at cut order and no order of less than 50 running yards will be accepted. Textured carpets, and patterns are featured. Publicity: Ann Ruggles; Virginia Burdick Public Relations, 126 E. 19th Street, OR. 4-6462.	ARCHIBALD HOLMES & SON	CHICAGO, ILLINOIS
Monday Jan. 8- Jan. 19	AIR KING TO EXHIBIT The entire 1951 line of television receivers and radios made by this company will be shown during the Furniture Market in Space 1454 in the Merchandise Mart. Publ.: S. Olchak, Air King Products, 170-53rd St., Bklyn.	AIR KING PRODUCTS CO., INC.	MERCHANDISE MART
Monday Jan. 8- Jan. 19	NEW BLENDS, PATTERNS COLORS TO BE SHOWN The 1951 line of rugs and carpets, based on careful analysis of the trends in home furnishings 1951, will be introduced during the market. Also being shown to the trade is a group of "Wormley Originals" designed especially for the Carpet Fashion Opening in April. Publicity: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET CO.	MDSE. MART, CHI., ILL. 19TH FLOOR
Monday Jan. 8- Jan. 19	NEW CARPET This carpet manufacturer will introduce its first "chemifiber" carpet with a pile woven completely of man-made yarn at the January Market. Named Lorain, it is woven in two levels of looped pile in a two-tone color yarn to create the effect of a horizontal texture for contemporary or period interiors. Made of viscose acetate yarn, the carpet will be offered at a lower price than if it were made of wool. Colors are gray, beige and green and it will be available in 27" 9' and 12' widths at about \$10 a square yard retail. Publicity: Virginia Burdick, OR. 4-6462.	ARCHIBALD HOLMES & SONS	CHICAGO, ILLINOIS
Tuesday Jan. 9 12:15 P.M.	CHICAGO FASHION GROUP LUNCHEON At the Market luncheon of this organization the subject discussed will be "Home Furnishing Display Sells". Speakers are to be Clem Bradley, Display Dir., Carson Pirie Scott & Co., and Richard Kosta, Dir. of Store Modernization, Natl. Retail Furn. Assn. Contact: Edith Grimm, Carson Pirie Scott & Co., Chicago, Ill., or for reservations, Barbara Ogsberger, DE. 2-1554.	CHICAGO FASHION GROUP CHICAGO, ILLINOIS	M. & M. CLUB MDSE. MART
Tuesday Jan. 9 7:45 P.M.	MEMBERSHIP MEETING This holiday meeting, for members only, will hear capsule reports of various committees with their plans for the balance of the season. Door prizes and holiday cheer will be provided. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 10 8:30 A.M.- 10:30 A.M.	PRESS BREAKFAST A party for the press to introduce the 1951 Philco line of ranges, refrigerators, freezers and air conditioners will take place at the Palmer House. Executives of the company will be present to meet with editors and to explain the features of the different Philco products. Philco will also introduce its new line of television receivers at this time. Contact: E. D. Lucas, Jr., Dir. of Pub., Philco Corp., Tioga & "C" Sts., Phila., Pa. Publicity: Margaret K. MacColl, pub. rel. rep., 915 Western Saving Fund Bldg., Phila., Pa., PENNYPACKER 5-9238.	PHILCO CORPORATION	CHICAGO, ILLINOIS
Wednesday Jan. 10 12:30 P.M.	LUNCHEON The Market luncheon of this organization will be held in the Merchants and Manufacturers Club at the Merchandise Mart on this date. Speaker will be Dorothy Liebes; her subject "Color is Combination" to be presented in tableau form. Contact: Mrs. Naomi Northam, Room 1528, Mdse. Mart, Chicago 54, Illinois.	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS
Wednesday Jan. 10 4:00 P.M.- 7:00 P.M.	PRESS PARTY The annual cocktail party for the press will be held in the Merchants & Manufacturers Club at the Merchandise Mart in Chicago. The Mart's News Bureau will be host. Contact: Gertrude Shrock, Mdse. Mart, Chicago 54, Ill.	MDSE. MART NEWS BUREAU	M. & M. CLUB
Wednesday Jan. 10 Cocktails	COCKTAIL PARTY: NEW SHOWROOMS Updecor Fabrics, Inc., importers of fine upholstery and drapery fabrics and silks, and Ramsona Fabrics, Ltd., importers of hand-blocked and hand-printed English linens and chintzes, will hold a cocktail party to celebrate the opening of their new showrooms. Contact: Paul Hesslein, MU. 8-0374.	UPDECOR FABRICS, INC. RAMSONA FABRICS, LTD.	FOURTH FLOOR 6 EAST 53RD STREET
Wednesday Jan. 10- Jan. 16	BANQUET AND COCKTAIL PARTY The semi-annual banquet sponsored by the Chicago Drapery Market Association will be held on January 10. On January 16, during the second week of the Market, a cocktail party will be held from 5:30 to 7:30 P.M. at the Merchants and Mfrs. Club in the Merchandise Mart. Contact: Tony Varon, Secretary, Chicago Drapery Market Assn., 1383 Merchandise Mart, Chicago.	CHICAGO DRAPERY MARKET ASSOCIATION	SHERMAN HOTEL CHICAGO, ILLINOIS
Thursday Jan. 11- Jan. 12	OPEN HOUSE AND MEETING An open house will be held from 4 to 6 P.M. on Jan. 11 for members at 608 Fifth Ave. The business meeting will be held on Jan. 12 in the West Foyer of the Waldorf-Astoria. Contact: Albert Haase, 608 5th Ave., PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	WALDORF-ASTORIA
Jan. 12- Jan. 17	UNITED FRESH FRUIT & VEGETABLE ASSN. NATL. CONVENTION, MIAMI BEACH, FLORIDA CONTACT: A. T. RAINES, 2017 S. STREET, N.W., WASHINGTON 9, D.C.		
Jan. 14- Jan. 17	NATL. APPLIANCE & RADIO DEALERS ASSN. CONVENTION, STEVENS HOTEL, CHICAGO. CONTACT: IRA LAVIN, EXEC. SECTY, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 14- Jan. 19	NEW YORK LAMP SHOW, HOTEL NEW YORKER, NEW YORK. CONTACT: GEO. F. LITTLE MNGEMT., MU. 9-7147. PUBLICITY: CATHERINE BLONDIN ASSOCIATES, MU. 9-7360.		
Jan. 14-19	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 15, 1951</u>			
Monday Jan. 15 12:30 P.M. Luncheon	LUNCHEON TO MARK OPENING '51 GOOD DESIGN EXHIBIT The official opening of this year's Good Design exhibit will be marked by a luncheon at which the speaker will be Mr. Frank M. Mayfield, president of Scruggs, Vandervoort & Barney, St. Louis. Finn Juhl, noted architect and designer, has been selected to design the interior settings for the exhibit, which will remain on view until December 31, 1951. Publicity for the Exhibit, Betty Chamberlain, Museum of Modern Art, CI. 5-8900; Contact for the Merchandise Mart, W.O. Ollman, Mdse. Mart, Chicago 54, Ill.	MERCHANDISE MART CHICAGO 54, ILLINOIS	M. & M. CLUB MDSE. MART
Monday Jan. 15 7:30 P.M.	THIRTEENTH LECTURE Layout, Design and Illustration in advertising and editorial work will be covered in this lecture by Ethel Holm, Art Director, J. Walter Thompson Company, and by Tommy Weber, photographer. Contact: Mabel Blake CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Jan. 15- Jan. 18	GENERAL MANAGEMENT CONFERENCE, AM. MANAGEMENT ASSN., BILTMORE, LOS ANGELES, CALIFORNIA. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Jan. 15-24	CANADIAN FURNITURE MART SHOW, TORONTO, CANADA.		
Monday Jan. 15- Dec. 31	'51 GOOD DESIGN EXHIBIT Finn Juhl, noted architect and designer, has been selected to design the interior settings for the 1951 exhibit of "Good Design" at the Merchandise Mart which will open on January 15 during the Winter Furniture Market and remain on view during 1951. Publicity: Betty Chamberlain, CI. 5-8900.	MERCHANDISE MART CHICAGO 54, ILLINOIS	
Monday Jan. 15- Feb. 5	SALES TRAINING COURSE The second session of this course will run for three weeks and is open to a total of 200 registrants, including members and non-members of the Metropolitan Carpet Club. Contact: Morris Herman, Jersey Carpet Corp., BR. 9-0718.	CARPET INSTITUTE	HOTEL SHELBURNE
Tuesday Jan. 16 10:00 A.M.	PRESS BREAKFAST A press breakfast for the New York Lamp Show with guest speakers and a question and answer period will be held by invitation only. Speakers to be announced later. Publicity: Catherine Blondin Assoc., MU. 9-7360.	NEW YORK LAMP SHOW	HOTEL NEW YORKER
Tuesday Jan. 16 7:30 P.M.	MEETING LIGHTING FORUM At the January meeting Miss Priscilla Presbrey of Westinghouse Electric Corp. will discuss required lighting levels recommended by lighting specialists; Miss Lillian Eddy of General Electric Co. will demonstrate ways the homemaker can be sure her lighting equipment is the proper kind and use it to best advantage. The meeting will be held in the General Electric Auditorium. Publicity: Winonah Murphy, Sylvania Electric Products, Inc., 1740 Broadway, New York 19, N. Y., JU. 6-2424.	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVENUE
Thursday Jan. 18 9:30 A.M.- 12:00 M.	PRESS BREAKFAST To mark the official opening of its greatly enlarged new showrooms, Arrow-bilt will present to the press "Ridgecrest", a contemporary line of sofas, chairs and sectional pieces designed by Ernst Herrmann. By invitation only. Publicity: Ann Ruggles, Virginia Burdick, Public Rel., OR. 4-6462.	ARROW UPHOLSTERY COMPANY	119-125 WEST 24TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 18- Jan. 25	NATIONAL HOUSEWARES MFRS. ASSN., NAVY PIER, CHICAGO, ILLINOIS. CONTACT: A. W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS		
Friday Jan. 19 10:00 A.M.- 4:00 P.M.	PRESS SHOWING: NEW LINE A press showing, by invitation only, of Firth's new line, will be held all day with a luncheon for the press in the company's showrooms. Publicity: Ann Benson, MU. 9-8224.	FIRTH CARPET COMPANY	295 FIFTH AVENUE
Sunday Jan. 21- Jan. 25	ANNUAL CONVENTION At this annual convention and exposition more than 700 home building materials and equipment will be on display in the exhibit halls of the Stevens and Congress Hotels. Panel discussions, clinics, major addresses and so on will mark the convention. Publicity: Kenneth E. Shepard, Publicity Director, 75 E. Wacker Drive, Chicago 1, Illinois.	NATL. ASSN. HOME BUILDERS	CHICAGO, ILLINOIS
Jan. 21- Jan. 25	MIDWINTER MARKET WEEK GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN L. CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Jan. 21- Jan. 26	32ND CALIFORNIA GIFT SHOW, BRACK SHOPS & MDSE. MART, ALEXANDRIA & BALTIMORE HOTELS, LOS ANGELES, CAL. CONTACT: WOODY C. KLINGBORG, 1151 S. B'WAY, L.A.		

ADVANCE DATES AND NOTICES

Monday Jan. 22 7:00 P.M.	MARKET DINNER An old-fashioned beeksteak dinner will be held in the Georgian Room during New York Furniture Market week. Tickets, \$12.50. Contact: Henry De Brito, Home Furnishings Club, Hotel Statler, New York 1, N.Y.	HOME FURNISHINGS CLUB	HOTEL STATLER
Monday Jan. 22 7:30 P.M.	FOURTEENTH LECTURE The subject of this lecture is Typography and Production. Arthur A. Kron of Gotham Advertising Co. will speak on the Importance of Mechanical Factors of Production, and Francis J. Sorg, Jr., of Sorg Printing Co., will discuss Fundamental Facts about Type. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Jan. 22- Jan. 24	NATIONAL COTTON COUNCIL OF AMERICA, BUENA VISTA HOTEL, BILOXI, MISS. CONTACT: ERNEST STEWART, NATL. COTTON COUNCIL, P.O. BOX 18, MEMPHIS, TENN.		
Jan. 22- Jan. 25	MEETING AMER. SOC. HEATING & VENTILATING ENGINEERS, BELLEVUE-STRATFORD, PHILA., PA. CONTACT: A.V. HUTCHINSON, 51 MADISON AVENUE, MU. 3-0291.		
Jan. 22- Jan. 25	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, ATLANTA, GEORGIA. CONTACT: F.B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA 5, GEORGIA.		
Jan. 22-25	VENETIAN BLIND ASSOCIATION CONVENTION, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
Jan. 22- Jan. 25	CONCRETE INDUSTRIES EXPOSITION, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: DONALD T. PAPINEAU, MNG. DIR., 400 W. MADISON, CHICAGO 6, ILL.		
Jan. 22- Jan. 26	ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: W.S. ORKIN, ORKIN EXPOSITION MANAGEMENT, 8 W. 40TH ST., CH.4-0697.		
Jan. 22- Jan. 26	INTL. HEATING & VENTILATING EXPOSITION, COMM. MUSEUM, 34TH BELOW SPRUCE, PHILA., PA. CONTACT: C. F. ROTH, GRAND CENTRAL PALACE, PL. 5-8234.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 22- Jan. 27	NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVENUE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 22- Jan. 27	NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 22- Jan. 31	ART SHOW Under the sponsorship of the Brooklyn Society of Artists, Abraham & Straus presents a first art show of all-Brooklyn pictures, "Brooklyn Through the Eyes of Brooklyn Artists," to be shown in the Special Events Center daily from noon to store closing. Included among the exhibitors are such well-known artists as William Thon, Lana Gurr, Greta Matson, Nancy Ranson, John Rogers. They present the vast panorama that is Brooklyn, its color, personality and beauty; impressions from Coney Island to quiet residential streets. There will be free daily demonstrations with both painters and sculptors working on the same subject at the same time with celebrities on the model stand. Publicity: Frances Bemis, Dir. of Future Events, Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Monday Jan. 22- Feb. 3	SOUTHERN FURNITURE MARKET Press Day will be held on Monday, January 22 at the opening of the annual winter furniture and rug market in High Point. Contact: Paul W. Casey, Southern Furniture Exposition Building, High Point, N.C.	HIGH POINT MANUFACTURERS	HIGH POINT, N.C.
Monday Jan. 22- Feb. 9	COURSES FOR ADULTS Two courses of special interest to those in the fields of Public Relations, Publicity, Business Administration, Personnel Management and Industrial Relations are offered. The first is Industrial Publicity; instructor, Howard Stephenson, to be held Monday evenings, 6:15 to 8 P.M., Feb. 5 to May 21, fee \$35. Lectures are supplemented by case-study reports. The second is Community Relations; instructor, Howard Stephenson, to be held Monday evenings, 8:10 P.M. to 9:55 P.M., Feb. 5 to May 21, fee \$35. Registration is from Jan. 22 through Feb. 9. Contact: Milton R. Stern, Div. of Gen. Education, N.Y. University, Washington Square, New York 3, N.Y.	NEW YORK UNIVERSITY	WASHINGTON SQUARE
Jan. 23- Jan. 25	NATIONAL POTATO CHIP INSTITUTE, NETHERLAND PLAZA, CINCINNATI, OHIO. CONTACT: H. F. NOSS, EXEC. SEC., 1360 HANNA BLDG., CLEVELAND, OHIO.		
Jan. 24- Jan. 28	MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, PRES., 615 SOUTHWEST SECOND AVE., MIAMI, FLORIDA.		
Jan. 25- Jan. 27	THIRD ANNUAL MAGICOLOR CO. NAT'L PAINT MERCHANDISING CLINIC, CONGRESS HOTEL, CHICAGO, ILL. CONTACT: BEN MILLER, SALES DIR., MAGICOLOR CO., CHI.		
Jan 28- Jan. 31	SOUTHERN CALIF. CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES, CAL. CONTACT: JOE LOCKWOOD, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
Jan. 28- Jan. 31	NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, NEW YORK. CONTACT: RALPH S. WILDER, JR., WILDER MANAGEMENT CO., BOSTON, MASS.		
Jan. 28- Jan. 31	CALIFORNIA LAMP AND PICTURE SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES.		
Jan. 28- Feb. 1	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday	FIFTEENTH LECTURE	ADV. WOMEN OF N.Y.	WALDORT-ASTORIA
Jan. 29 7:30 P.M.	Subject of this lecture will be Retail Advertising. Agency, is the speaker. Contact: Mabel Blake, CI. 5-4149.		
Jan. 29- Feb. 2	LOS ANGELES WINTER FURNITURE MARKET, L.A. FURN. MART, LOS ANGELES, CALIF. CONTACT: J. J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CALIF.		
Feb. 4- Feb. 7	WESTERN GIFT, LAMP, HOUSEWARES SHOW, WESTERN MDSE. MART, SAN FRAN., CAL. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Feb. 4- Feb. 7	BUFFALO MART GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday	MDSE. MART GIFT SHOW	MERCHANDISE MART	CHICAGO 54, ILL.
Feb. 4- Feb. 17	The annual gift show and the china, glassware and pottery market will be held on these dates concurrently with the Chicago Gift Show. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.		
Feb. 5- Feb. 9	NATIONAL NOTION & NOVELTY EXHIBIT, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: G. E. ENGLISH, HOTEL STATLER, NEW YORK 1, N. Y.		
Feb. 5- Feb. 9	WESTERN FURN. EXCH. & MDSE. MART SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Monday	CHICAGO GIFT SHOW	EASTERN MFRS. &	LASALLE HOTEL &
Feb. 5- Feb. 16	WEEK LATER THAN PLANNED	IMPORTERS EXHIBIT	PALMER HOUSE
	Due to the Canning Congress which will occupy most of Chicago's hotel rooms the week before, the Gift Show has been postponed to the dates above so that there will be adequate accomodations for gift buyers. Several outstanding lines of decorative accessories and ceramics have been added to the show. Publicity: George F. Little Management, MU. 9-7147.		
Feb. 11- Feb. 14	WESTERN AREA JEWELRY & SILVERWARE SHOW, BILTMORE HOTEL, LOS ANGELES, CAL. CONTACT: LOS ANGELES TRADE FAIR, INC., 1151 S. BWAY, LOS ANGELES, CAL.		
Feb. 11- Feb. 15	SEATTLE WESTERN MDSE. EXHIBITORS ASSN. SHOW, OLYMPIC & NEW WASHINGTON HOTELS, SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRAN., CAL.		
Feb. 12	LINCOLN'S BIRTHDAY (Monday).		
Feb. 13-23	BRITISH FURNITURE & ALLIED TRADES EXHIBITION, LONDON, ENGLAND.		
Feb. 14- Feb. 18	FORT LAUDERDALE HOME SHOW, FORT LAUDERDALE, FLORIDA. CONTACT: C. H. BROOKS, MGR., 252 N. E. 54TH STREET, MIAMI, FLORIDA.		
Thursday	REGULAR LUNCHEON	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT
Feb. 15 12:15 P.M.	The regular luncheon of this organization will be held on this date. Speaker and subject will be announced later. Contact: Josephine Brush, PL. 5-2276.		
Thursday	SEVENTH ANNUAL ADEQUATE	NATL. ADEQUATE WIRING BUR.	SHERATON-GIBSON
Feb. 15- Feb. 16	WIRING CONFERENCE	155 EAST 44TH STREET	CINCINNATI, OHIO
	Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Nat. Adequate Wiring Bur. 155 E. 44th St. N.Y. 17, MU. 2-1500.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 15- Feb. 17	NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL. CONTACT: M. L. TOULME, 60 HUDSON ST., NEW YORK 13, N.Y.		
Feb. 17- Feb. 25	HOME BLDERS. ASSN. OF GREATER ST. LOUIS, KIEL AUDITORIUM, ST. LOUIS, MO. CONTACT: H. J. LOOSLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.		
Feb. 18- Feb. 21	PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE. CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 18- Feb. 21	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 18- Feb. 23	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Feb. 18- Feb. 23	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.		

MUSEUM, GALLERY & GARDEN NEWS

Saturday Jan. 6	FREE SATURDAY PROGRAMS	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.
	The winter series of free Saturday afternoon programs at 3:30 P.M. runs as follows. All except the last two are illustrated with kodachromes. Jan. 6, Wild Flowers, Samuel H. Gottscho; Jan. 13, June in the Swiss Alps, Alice Chauncey; Jan. 20, Lichens of the New York Region, G. G. Nearing; Jan. 27, What Is Rock Gardening?, Harold Epstein; Feb. 3, Home Gardens, E. L. D. Seymour; Feb. 10, Flowering Shrubs and Small Trees, J. H. Beale; Feb. 17, Good Camera Shooting in Your Garden, Elmer N. Mitchell; Feb. 24, Individuality for Home Plantings, Alice L. Dustan; March 3, Birth of the Soil - three motion pictures; March 10, Plant Collections in Kashmir (lecture), R. R. Stewart. Three courses in the Educational Program are also offered: Botany, Cultivation of Greenhouse Plants and Flower Painting for Amateurs. Contact: Mr. G. L. Wittrock, N. Y. Botanical Garden, LU. 4-8500.		
Wednesday Jan. 10 2:30 P.M.	ANNUAL MEETING	HORT. SOCIETY OF N.Y.	ESSEX HOUSE
	The annual meeting of this Society, for members only, will be held in the Colonnades Ballroom in Essex House. Contact: R. B. Farnham, PL. 7-0915.		
Tuesday Jan. 30 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	A press preview of the winning designs in the lamp competition sponsored jointly by the Museum of Modern Art and the Heifetz Co. will be held on this date. The winners will go on sale at the same time at stores throughout the country. Publicity for the Museum, Betty Chamberlain, CI. 5-8900. Publicity for the Heifetz Co., Hilda Kassell, PL. 9-2917.		

JEWISH HOLIDAYS

For your convenience we list below those Jewish holidays in 1951 during which you may find certain showrooms closed. We suggest that you save this list. We will publish the holidays again as they occur.

April 21-22 - FIRST PART OF PASSOVER	October 1-2 - ROSH HASHONAH
April 27-28 - SECOND PART OF PASSOVER	October 10 - YOM KIPPUR
June 10-11 - SHABUOTH	October 15 - SUCCOTH

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.